

## M.O.B.A. Network expands ad sales partnership with Config Ads and Concept X to strengthen Nordic market presence

**Stockholm, Sweden – 2025-03-21 – M.O.B.A. Network, a leading gaming community platform company, has announced new partnerships with two prominent ad resellers, Config Ads and Concept X. These partnerships are set to expand M.O.B.A. Network's advertising reach in the Nordic region, reinforcing its scalable distribution model for targeted campaigns across its network of websites and apps.**

Config Ads and Concept X will actively work with the sales of M.O.B.A. Network's premium ad inventory, with a particular focus on the Nordic markets. This strategic move aligns with M.O.B.A. Network's commitment to strengthening its presence in key regions by partnering with sales teams that have strong local expertise.

*“Our collaboration with Config Ads and Concept X reflects our strategy of combining strong local partners with our established global partners, Raptive and Overwolf,” said Anders Ribbing, CEO of M.O.B.A. Network. “This approach aligns with our increased focus on scalability and profitability, ensuring that we unlock new opportunities in additional markets while driving more efficient and effective advertising performance.”*

The partnerships come as M.O.B.A. Network continues to focus on growing its global audience and delivering valuable engagement opportunities for advertisers seeking to connect with gamers.

### **About Config Ads**

Config Ads is a Nordic-focused advertising network specializing in gaming and esports channels, offering a consolidated platform to ensure high-quality reach to targeted audiences.

### **About Concept X**

Concept X is a leading Nordic digital advertising company that connects ad spaces, intelligent targeting, and premium publishers to deliver unmatched advertising experiences.

For more information about M.O.B.A. Network and its advertising solutions, visit [www.wearemoba.com](http://www.wearemoba.com).

### **Contacts**

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### **About M.O.B.A. Network**

M.O.B.A. Network owns and operates a diversified portfolio of gaming community platforms and in-game apps, with a vision to become the go-to destination for gamers and creators worldwide. Engaging millions of users across the world's most popular games, the company monetizes its platforms primarily through advertising, with an increasing share of subscription-based revenue. Headquartered in Stockholm, Sweden, M.O.B.A. Network is publicly listed on Nasdaq First North Growth Market under the ticker 'MOBA' and on OTCQX under the ticker 'MOBAFN'.

For more information, please visit [wearemoba.com](https://wearemoba.com)

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